




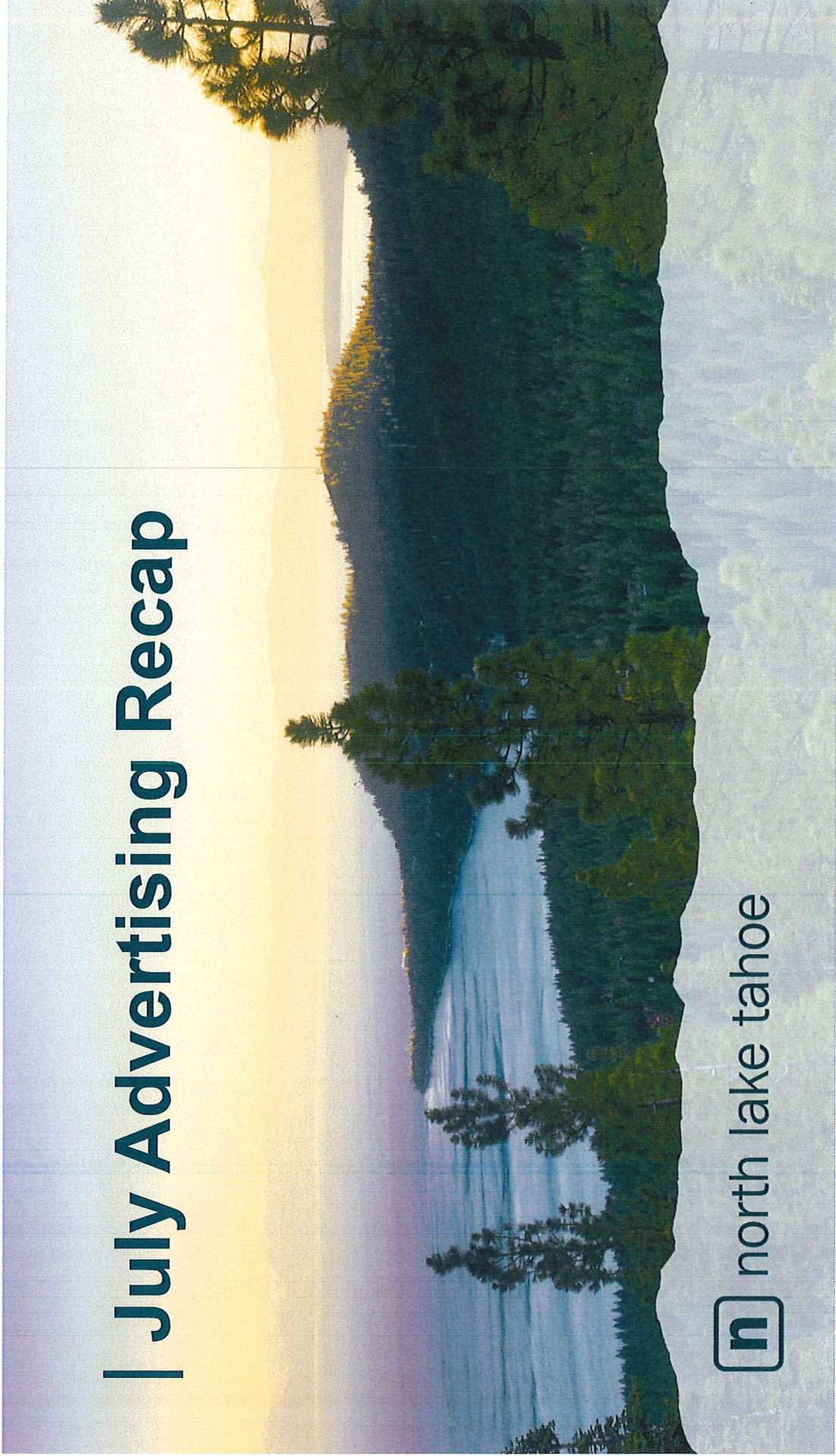
north lake tahoe

Chamber | CVB | Resort Association

July 2018
Reports from Augustine &
The Abbi Agency

| July Advertising Recap

 north lake tahoe

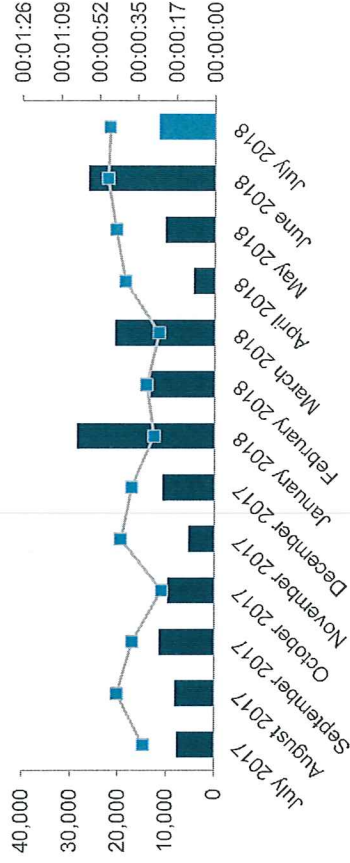


Overview by Campaign

• Together, the Consumer and MCC campaigns served over 4.5 million impressions resulting in 11.6K website visits. Nearly 37% of all visitors spent more than 115 seconds on the site and 7% clicked on a Book Now button. Notably, the overall time on site conversion rate from ad traffic increased by 37% this month.

• In addition to increased time on site conversion rates, Book Now conversion rates increased by 324% this month. Of note, the Book Now custom event tag was not firing properly for 14 days in June, likely influencing these results.

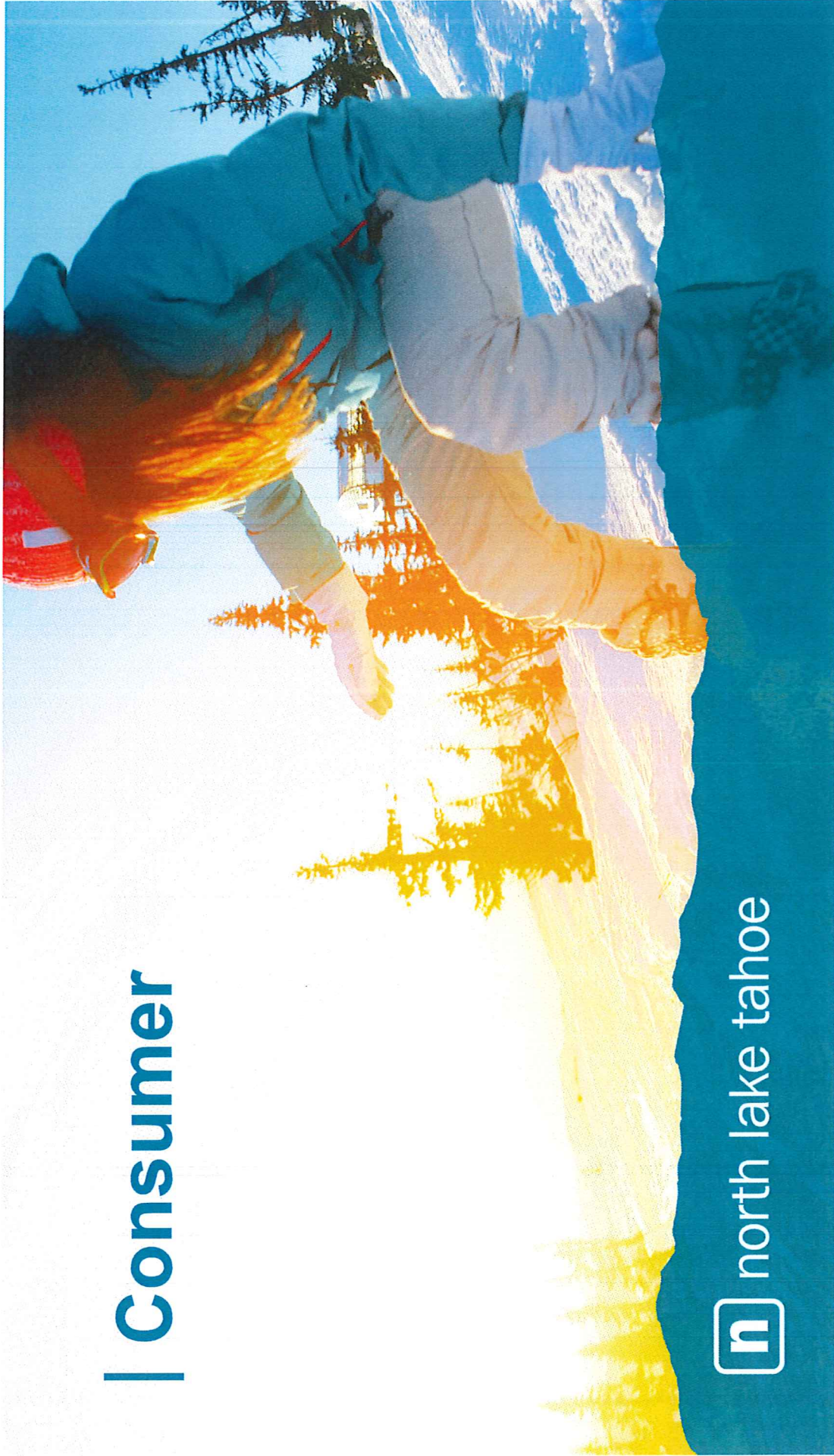
Sessions and Time on Site Over Time



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	4,510,437	0.35%	\$41,426	10,795	00:46	2.2	50%	4,067	840
MCC	74,945	1.13%	\$1,642	769	00:52	1.8	59%	227	3
Total	4,585,382	0.36%	\$43,068	11,564	00:47	2.2	51%	4,294	843

July Advertising Recap | All Campaigns

| Consumer



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Executive Summary

- The Consumer campaign served over 4.5 million impressions in July, resulting in 10.8K site visits. Nearly 38% of all visitors spent more than 115 seconds on the site and 8% clicked a Book Now button.
- Display, social, and paid search ads combined for nearly 10.8K website visits in July, with users averaging 46 seconds on the site. Compared to July 2017, traffic from digital ads is up 51% (+3.9K visits) and overall site traffic is up 11% (+10.4K visits).
- Consumer ads accounted for over 4.5 million impressions in July, resulting in 4K time on site conversions. This equated to a \$10 cost per time on site conversion (down 24% from the prior month).
- Social ads witnessed a large boost in performance (48% improvement in cost per conversion), driven by the use of dynamic creative. Display ads also noticed a jump in performance helped by the addition of rich media ads and HTML5 (animated) ads.
- Compared to July 2017, the total number of impressions served increased slightly (+13%) while the number of ad clicks jumped significantly (+61%). This is a result of the addition of rich media ads which averaged a 0.55% CTR this month and new HTML5 digital ads.

Executive Summary

- Banner ads targeted toward older experience seekers performed best for the third straight month, resulting in the highest average CTR and lowest cost per TOS conversion. In addition, this group accounted for 5 out of 9 book now button clicks.
- Regionally, users in New York were most receptive to banner ads, while users in Austin were most likely to click on the book now button after navigating to the site.
- Paid Search performance improved considerably this month, including a 26% increase in time on site conversions and a 136% increase in book now button clicks. This is largely the result of a new bidding strategy implemented in June. This new strategy, in which we bid to “maximized conversions,” ran for the first full month in July.
- Within the Summer campaign, keywords related to beaches, fishing, boating and hiking continued to perform best, driving the most ad clicks and in turn time on site conversions.

Executive Summary

- Facebook and Instagram ads drove sub-\$20 time on site conversions this month, helped by the addition of dynamic creatives. Since implementing dynamic creatives, social ads are averaging a 0.59% CTR. Compared to the same period last year, social ads were producing a 0.43% CTR.
- Video ads also performed very well this month, resulting in the highest average click through and engagement rates. This ad type has proven invaluable in driving brand awareness.
- YouTube ads continued to increase awareness in July, resulting in nearly 73K video views for an average view rate of 58%. Compared to July 2017, YouTube view rates improved by 23 percentage points.
- While younger adventure seekers were the most captivated by YouTube ads (54% view rate), parents on YouTube were most likely to click on a YouTube ad and spend significant time on site.
- A seasonal landing page was developed and launched this month, streamlining activity and lodging information for users who clicked on an ad.

Display Ad Examples

Families

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90


Impressions: 614K
Clicks: 992
CTR: 0.16%
TOS Conversions: 46
CVR: 4.64%



Outdoor Enthusiasts

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90


Impressions: 488K
Clicks: 774
CTR: 0.15%
TOS Conversions: 45
CVR: 6.05%



Workaholics

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 572K
Clicks: 1K
CTR: 0.18%
TOS Conversions: 61
CVR: 5.93%



July Advertising Recap | Consumer

Facebook Ad Examples

Dynamic Creative

Impressions: 462K
 Clicks: 2K
 CTR: 0.44%
 Engagement: 952
 TOS Conversions: 519
 CVR: 25.58%

Spring Video

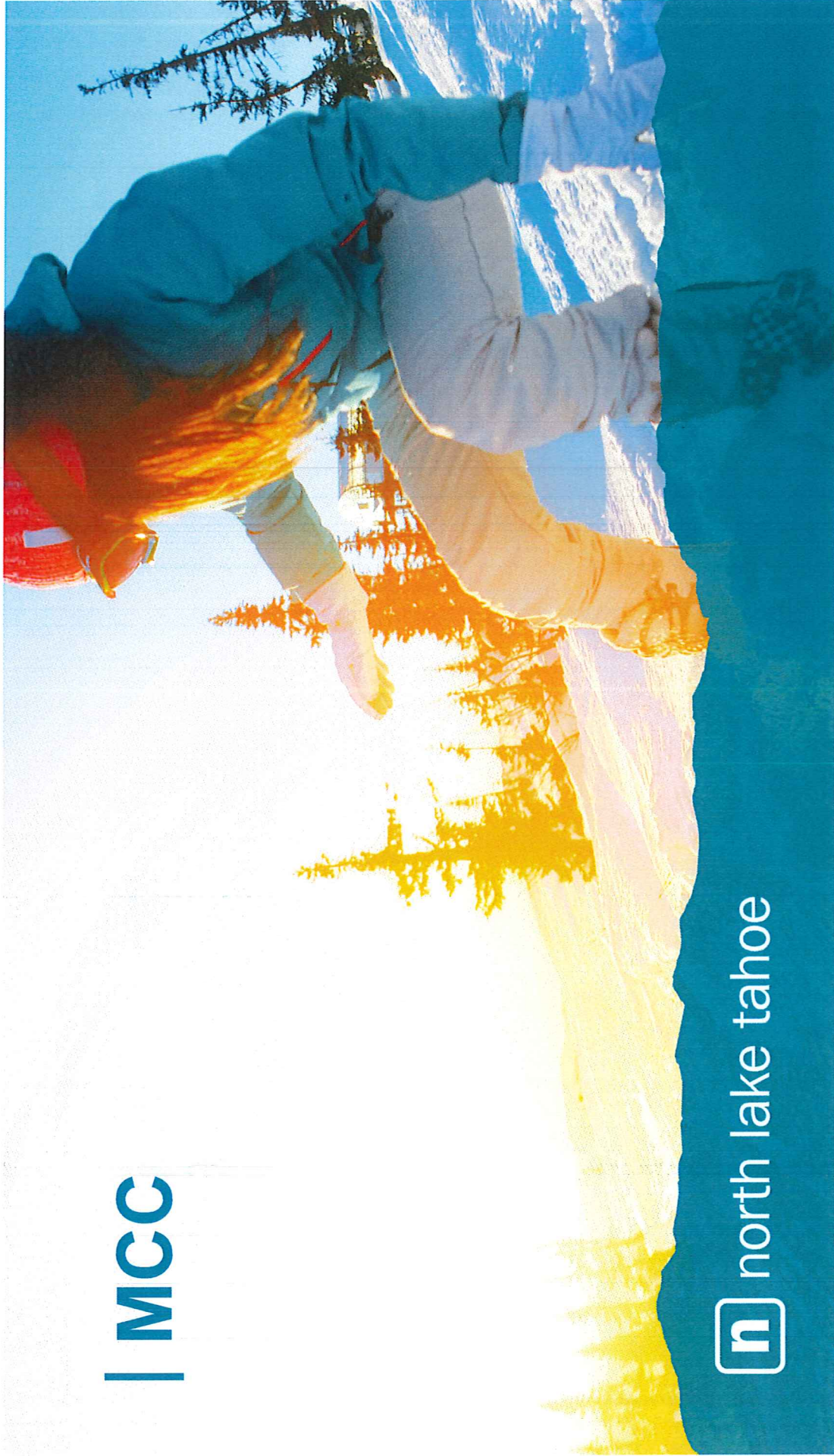
Impressions: 118K
 Views: 13K
 View Rate: 11%
 Engagement: 319
 TOS Conversions: 69
 CVR: 4.52%

Instagram Story

Impressions: 59K
 Clicks: 592
 Views: 9K
 View Rate: 16%
 TOS Conversions: 24
 CVR: 4.05%

July Advertising Recap | Consumer

| MCC



 north lake tahoe


Executive Summary

- Site traffic remained relatively flat in July, driving 769 total site visits. Email continued to drive the largest share of traffic as well as the highest quality traffic.
- The addition of dynamic creative for the MCC campaign yielded extremely impressive results, including a 167% increase in time on site conversions. We anticipate these strong results will hold as long as we keep creative fresh.
- One MCC email sent on July 18th resulted in nearly 3.6K opens for an average open rate of 17%. This resulted in 149 time on site conversions (down from 361 the month prior).
- Open rates for emails have declined at a steady rate since October 2017. To combat this, we would suggest adjusting the MCC email design. We believe freshening up this design will reignite interest and help drive more site traffic.
- Facebook and Instagram ad performance improved considerably in July, including a 167% increase in time on site conversions. As a result, the average cost per conversion improved by 69%.

Executive Summary

- The increased efficacy of social ads is largely due to the use of dynamic creatives in July. We are rotating through several variations of image and copy to stave off creative stagnation. So far, this is yielding positive results.
- An MCC microsite is in the process of being developed, with the goal to launch in September. This microsite will be more visually appealing than the current site, with the goal of increasing RFP submissions.
- Once the microsite is fully built out, new social media and banner ads will be developed to match the site.

Social Ad Examples



North Lake Tahoe
Spendwell, Inc.

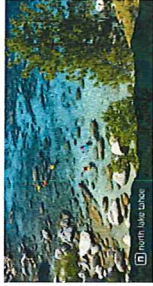
Let the beautiful landscape of North Lake Tahoe inspire the discussion at your next conference or event.

Take Your Meeting Outside
the business with a view!

Learn More

Facebook Prospecting

Impressions: 31K
Link Clicks: 163
CTR: 0.53%
Engagement Rate: 0.25%



North Lake Tahoe
Spendwell, Inc.

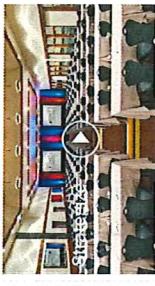
Go beyond the meeting room when you book your next conference or event in North Lake Tahoe.

Take Your Meeting Outside
the business with a view!

Learn More

Facebook Retargeting

Impressions: 12K
Link Clicks: 89
CTR: 0.73%
Engagement Rate: 0.54%



North Lake Tahoe
Spendwell, Inc.

Meet Up for Success
Go beyond the meeting room when you hold your meeting or event in North Lake Tahoe.

Book Now

Facebook Video


Impressions: 11K
Link Clicks: 113
Video Views: 690
View Rate: 6.46%
Engagement Rate: 0.07%

July Advertising Recap | MCC

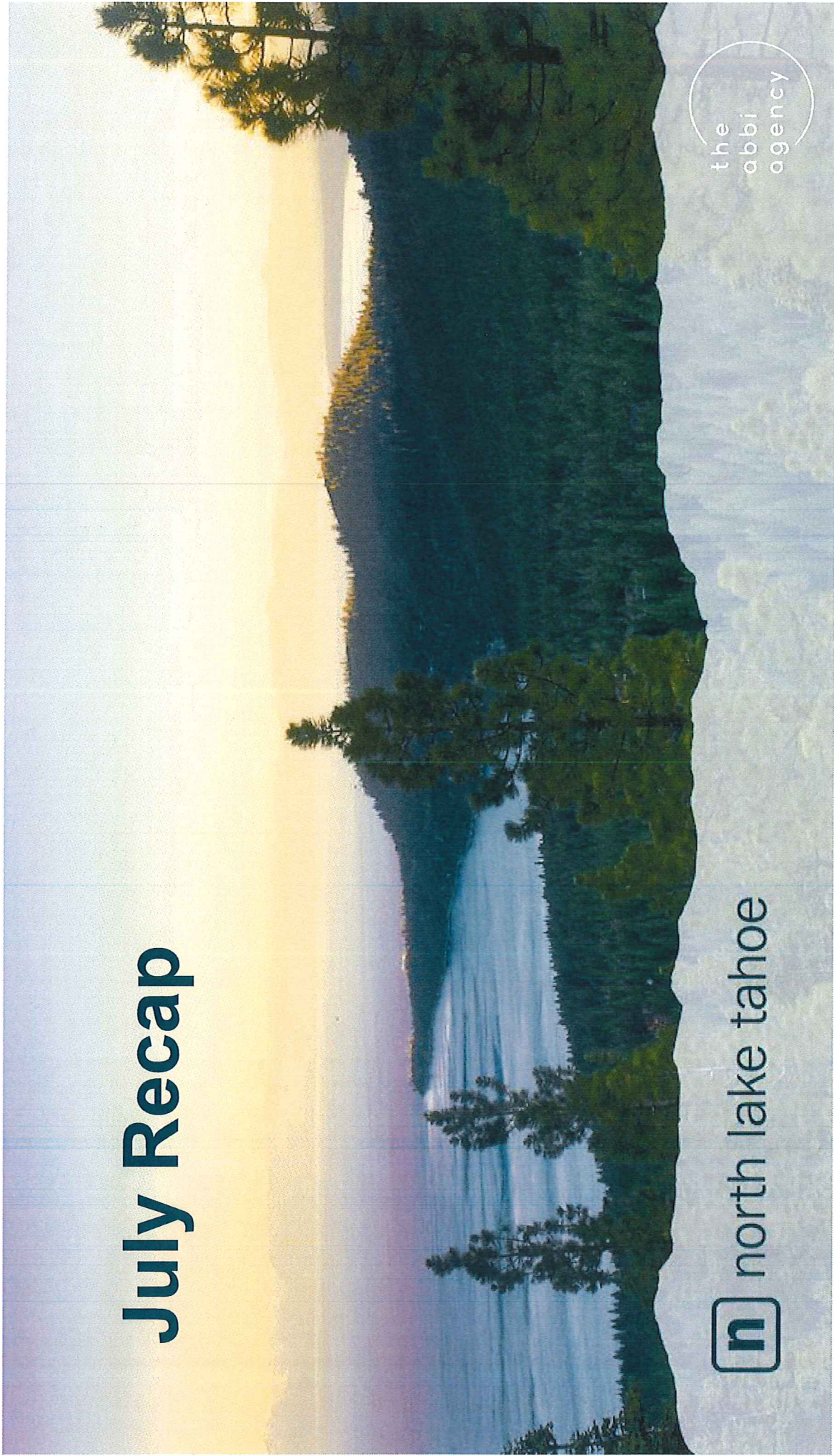
A scenic landscape featuring a calm lake reflecting the sky and surrounding greenery. The sky is a mix of soft blues and yellows, suggesting a sunset or sunrise. The water is still, creating a clear reflection of the trees and sky. The overall mood is peaceful and serene. A white rounded rectangle is overlaid in the center of the image, containing the text "Thank You".

Thank You

July Recap

 north lake tahoe

the
abbi
agency



A scenic view of a river with a person in a kayak, a white bear, and a forest. The river is in the foreground, with a person in a kayak on the left. A white bear is in the middle ground, and a forest is in the background. The text is overlaid on a semi-transparent white box in the center.

Public Relations Results

Content Review

Social Media Update

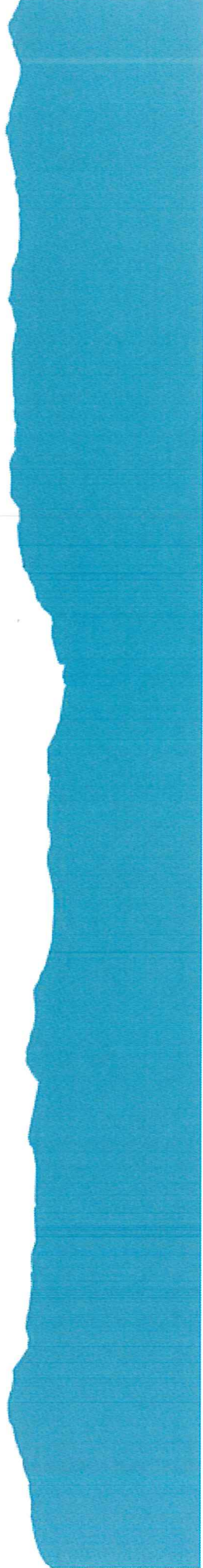
PUBLIC RELATIONS APPROACH

STRATEGY: Summertime outreach has been centered around key regional topics, including the guide to transportation and encouraging visitors to explore all summer sides of Tahoe, lakeside to mountaintop. The Abbi Agency has also been working ahead of Fall and Winter opportunities, conducting outreach around winter and secret season.

OBJECTIVES: The Abbi Agency aims to increase public awareness of the destination within key target flight markets and national publications. Regional outreach is targeted at timely features and shoulder season coverage, while national outreach aims to grow awareness and brand strength overall. The Abbi Agency aims to increase ad equivalency, number of impressions and number of backlinks year-over-year.

FAM COORDINATION: In July, The Abbi Agency hosted Jonathan Wright for a feature on the region's food scene, as well as a number of Wanderlust-specific journalists, including Diana Spechler, Colleen Hollan, Margaux Lushing, Scotty Moore and Pedro Ricalde (international). FAM coordination was also executed for International journalist Ashwin Rajagopalan, as well as fall FAM journalists.

CONTENT + NOTABLE PITCHES: Navigation Guide Amid Regional Construction Projects; Labor Day Weekend; Secret Season, Best Destinations of 2019



PUBLIC RELATIONS RESULTS

PLACEMENTS: 19 PUBLICITY VALUE: \$132,547.50 TOTAL IMPRESSIONS: 14,329,461

PUBLICATION HIGHLIGHTS: Sunset Magazine, Mountain Living, The Mercury News, The Beer Connoisseur, Visit California, ABC 10, East Bay Times, Reno Gazette-Journal, Sierra Sun, The Union, USA Breaking News

FAM COORDINATION: Jonathan Wright (USA Today), Diana Spechler (The Daily Meal), Colleen Hollan, Margaux Lushing, Scotty Moore (FestPop), Pedro Ricalde (international - Mexico), Ashwin Rajagopalan (international - India).

MEDIA MISSIONS: The Abbi Agency did not complete any media missions this month, but continued follow-ups with journalists from the spring NYC Media Mission and began identifying opportunities for fall Media Mission(s).

COVERAGE BOOK: <https://coveragebook.com/b/87ce240c>

KEY INSIGHTS: The Abbi Agency met North Lake Tahoe's target market goals by landing placements in key flight markets and national publications that align with our personas. Regional outreach and placements were messaged strategically, focusing on key summertime information (including construction and lesser-known summer experiences).



HIGHLIGHTED PLACEMENTS - JULY

Sunset.com

2018 Destinations of the Year (NLT and AF+W)

- Reach: 8.7M
- Ad Value: \$80,160.50
- Domain Authority: 72
- Social Shares: 2.7k

Reader's Digest

16 Affordable Labor Day Getaways

- Reach: 3.9M
- Ad Value: \$36,680.20
- Domain Authority: 86
- Social Shares: 748

The Mercury News

5 Fab Lake Tahoe Restaurants for Lakeside Dining

- Reach: 4.5M
- Ad Value: \$41,735.15
- Domain Authority: 91
- Social Shares: 868

2018 Travel Awards: 44 Best Travel Destinations & Gear of the Year

Use our list of the best landmarks, restaurants, gear, and more to help plan your next great Western adventure

You May Like

- (Plus) The 175 Pound Bear's Reaction To The Main Wolf Scent
- TV Hit: "Landing This Very Morning"
- Our Perfect Day In Primm, NV
- Stylish Barboursville, West Virginia Is So 80s. Do You?

1494 © 2018 Sunset.com

16 Affordable Labor Day Getaways

If you haven't already booked your last summer vacation yet, don't worry—we found the best, affordable Labor Day getaways that will leave you recharged and with a lifetime of memories.

Naples, Florida

5 fab Lake Tahoe restaurants for lakeside dining

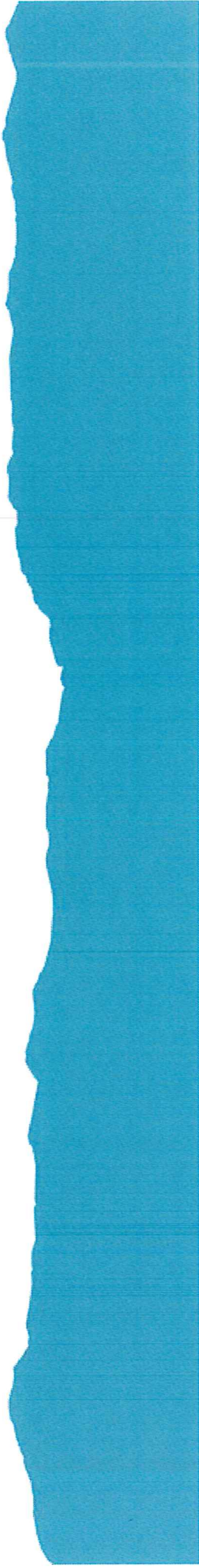
CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas (posted: 1-2 times monthly; also shared on social channels)

NEWSLETTER: content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights

KEY THEMES: Summer in North Lake Tahoe, Mountainside Exploration, Summer Music

CAMPAIGNS: Peak Your Adventure, Summer Music



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 1

Regional Transportation Guide for Summer Construction

BLOGS POSTED: 3

Travel Made Easy: Your Guide to North Lake Tahoe Transportation | Social Shares: 43

Unlock A New Adventure in North Lake Tahoe's Mountains* | Social Shares: 0 (*promo forthcoming*)

Make Mountain Memories This Summer in North Lake Tahoe* | Social Shares: 0 (*promo forthcoming*)

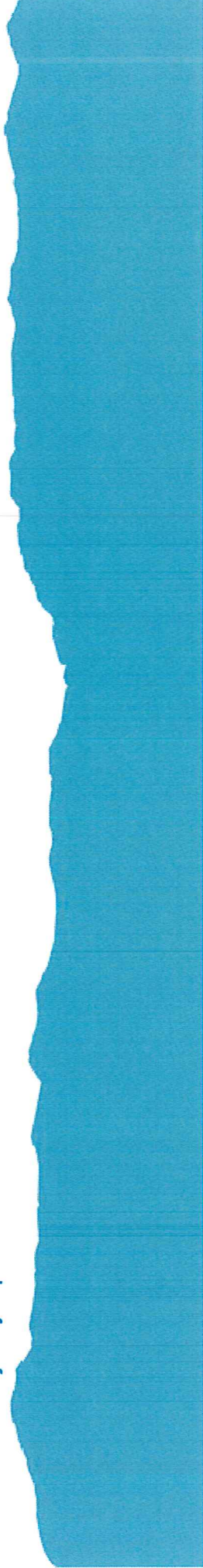
* Peak Your Adventure Feature

NEWSLETTERS DISTRIBUTED: 1

Celebrate Summer in North Lake Tahoe

9.5% open rate, 0.9% click-thru rate (CTR)

Majority opened around 5PM & 7PM PST



SOCIAL MEDIA

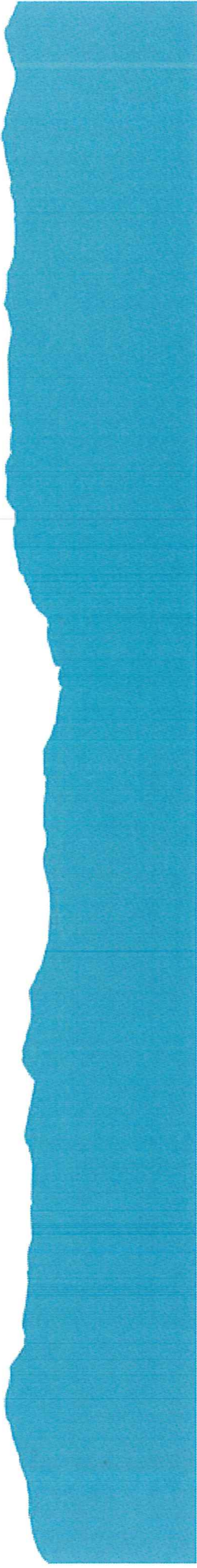
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Focus on Summer messaging promoting the full range of experiences in North Lake Tahoe - from lake to mountaintop.

OBJECTIVES: Promote Summer activities and the upcoming events that resonate best with our audiences.

CAMPAIGNS: Wanderlust, Luminaries Shorts, Summerlong Music, Peak Your Adventure

ENGAGEMENT INSIGHTS: One of our most commented-on videos of all time was the Bonsai Rock clean-up video that we shared in July. Content like this pulls on the heart strings of those who love Tahoe and continues to articulate the value of video across our platforms.



SOCIAL MEDIA UPDATE

JUNE GROWTH:

- Facebook: 1,017 New Fans
- Instagram: 955 New Followers
- Twitter: -200 New Followers
 - Twitter recently underwent a massive purging of fake accounts which reduced the total follower count on the platform by about 6%. ([via NYT](#))
 - During August, our team will be encouraging tagging and shares to re-populate followers

- **Total Impressions: 4.4M**
- **Total Engagements: 96k**

SOCIAL CAMPAIGNS & TACTICS:

Wanderlust Instagram Story

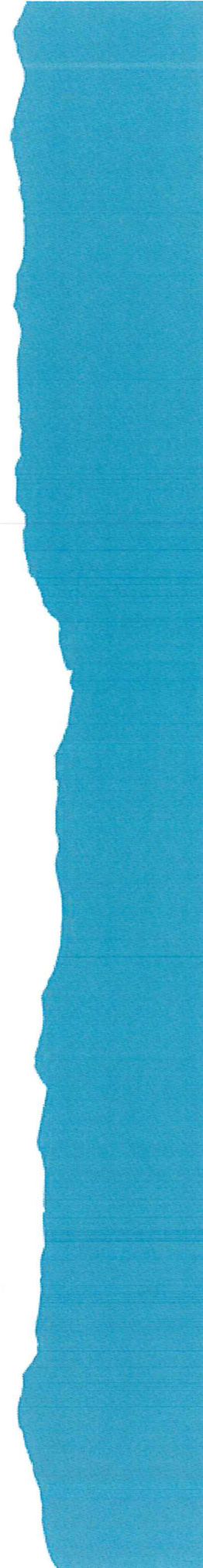
- Impressions: 33.8k

Luminaries Shorts Contest

- Impressions: 9.4k
- Entries: 13

Summerlong Music Facebook and Instagram Lives

- 16k Views, 700+ Engagements



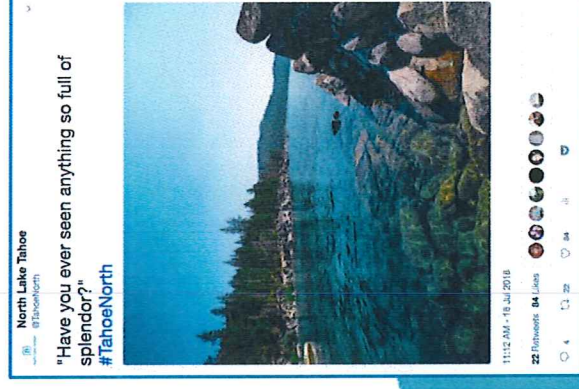
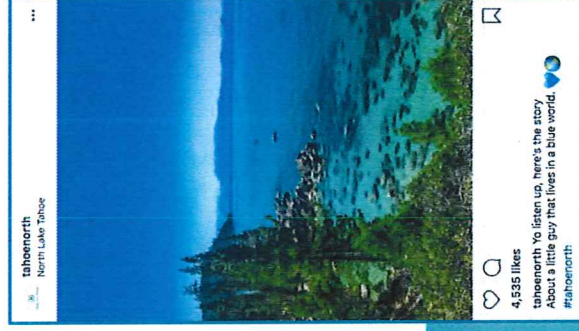
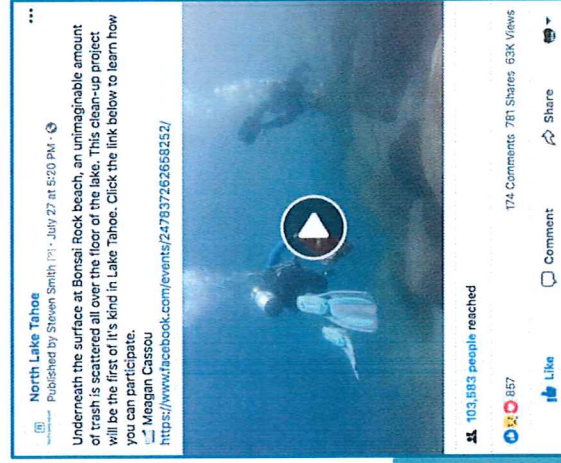
SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Beach Album: 104k Reach, 3.6k Reactions, 665 Comments, 649 Shares

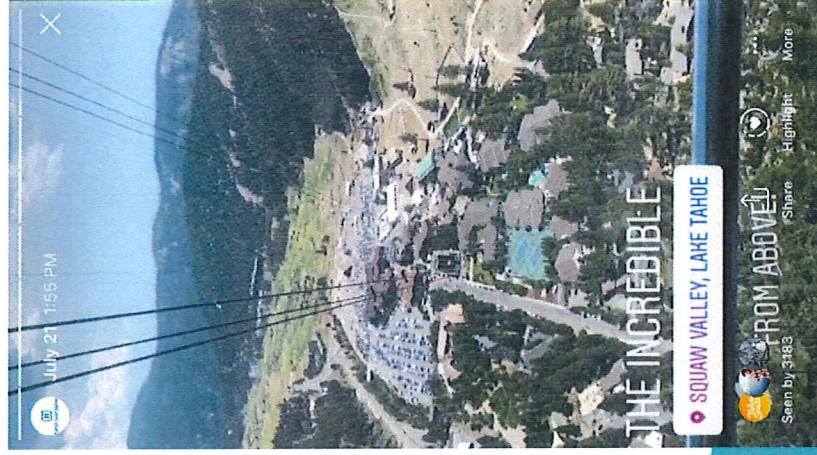
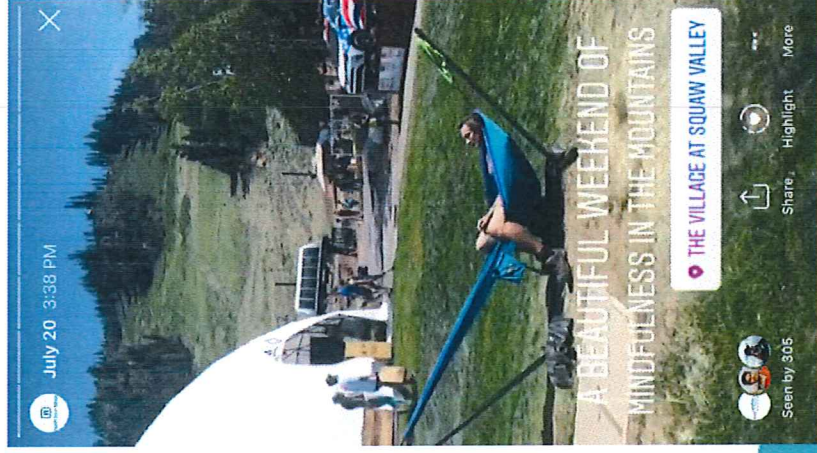
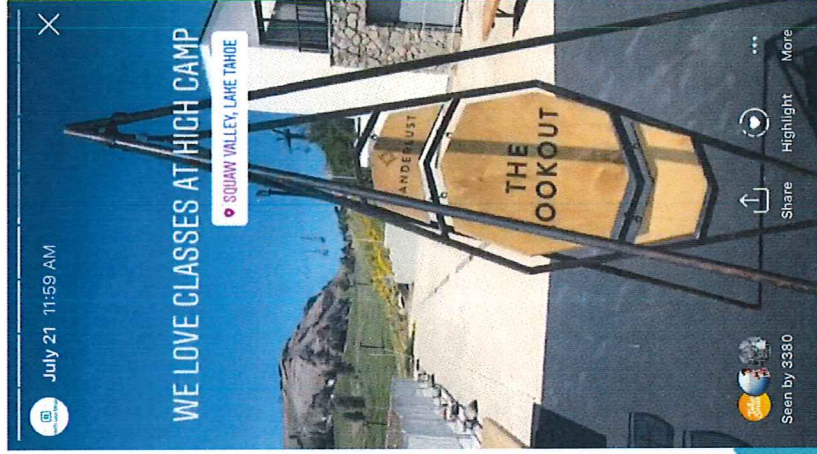
#1 Instagram Post, Eagle Rock: 43k Impressions, 4.6k Likes, 65 Comments

#1 Twitter Post, Whale Beach: 36k Reach, 84 Likes, 22 Retweets

HIGHLIGHTS: July Instagram highlight is the #4 most successful Instagram post of NLT's lifetime.



WANDERLUST INSTAGRAM STORY HIGHLIGHTS



LUMINAIRES SHORTS INSTAGRAM STORY HIGHLIGHTS



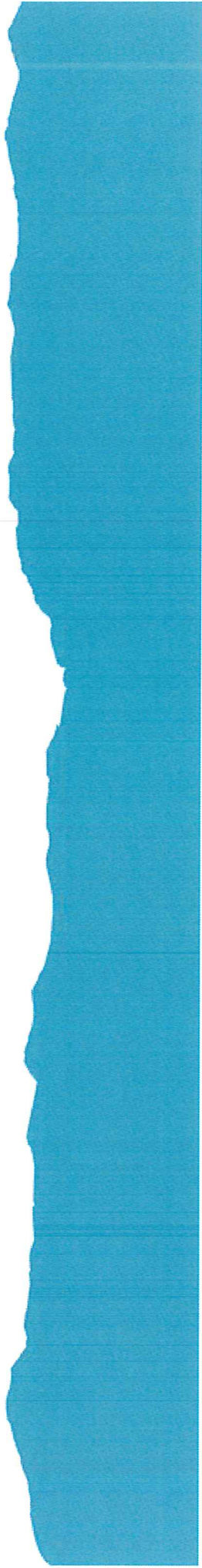
SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

- July Instagram post is the #4 most successful Instagram post of NLT's lifetime.
- Instagram followers increased by 2% during July.
- The number of engagements per media increased by 4% on Instagram.
 - This is valuable as we are aiming for more than passive engagement on this platform. Getting people to comment rather than merely like a post is incredibly valuable for longevity.
- Engagements on Twitter increased by 15% since June.

INSIGHTS AND TAKEAWAYS

- Competitors like Mammoth Mountain actually lost followers on Facebook during the month of July and gained half as many followers as we did on Instagram.
- Twitter recently underwent a massive purging of fake accounts which reduced the total follower count on the platform by about 6% (via NYT).



A scenic landscape featuring a calm body of water, likely a lake or river, surrounded by dense green trees. The sky is a mix of soft blues and warm oranges, suggesting a sunset or sunrise. A large, white, rounded rectangular box is centered over the image, containing the text "Thank You".

Thank You





Group Report

Jul 01, 2018 - Jul 31, 2018

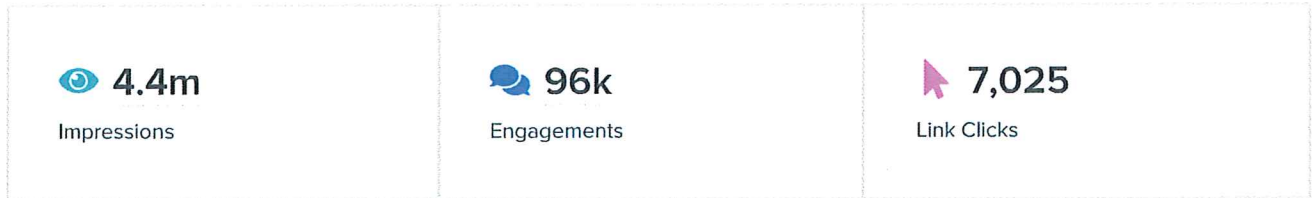
Understand growth and health of your social profiles

Included in this Report

 North Lake Tahoe
 North Lake Tahoe

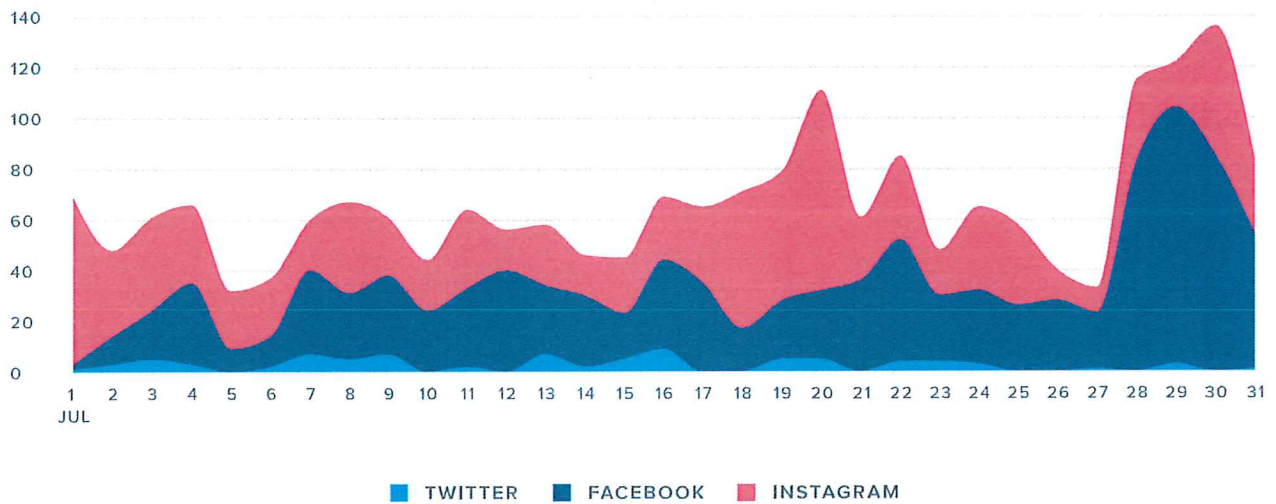
 North Lake Tahoe

Group Activity Overview



Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Change
Total Fans	202.6k	▲ 0.8%
New Twitter Followers	-204	▼ -1%
New Facebook Fans	1,017	▲ 0.7%
New Instagram Followers	955	▲ 1.7%
Total Fans Gained	1,768	▲ 0.8%

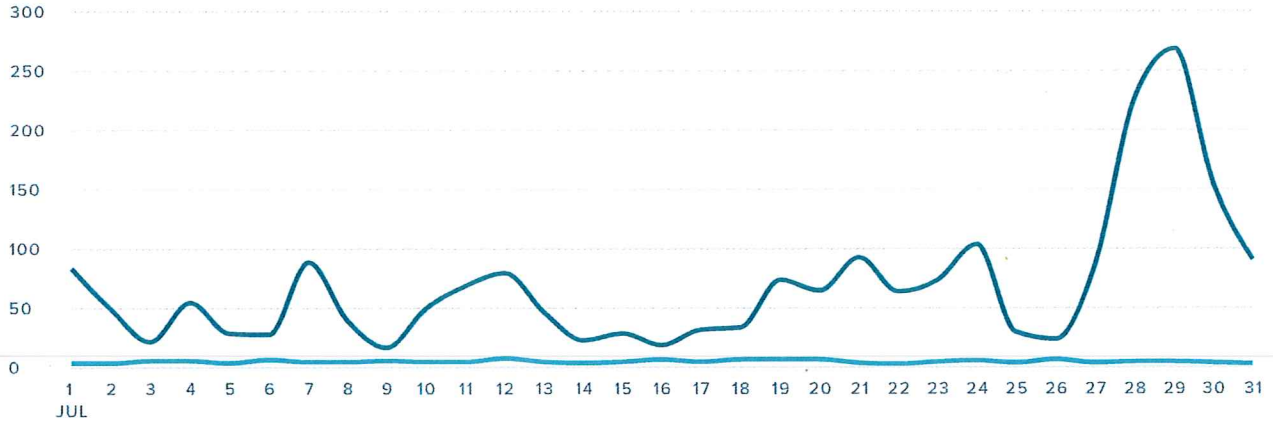
Total followers increased by

▲ 0.8%

since previous month

Group Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

Sent Messages Metrics	Totals	Change
Twitter Tweets and DMs Sent	35	▼ -10.3%
Facebook Posts Sent	54	▼ -12.9%
Instagram Media Sent	42	▼ -8.7%
Total Messages Sent	131	▼ -10.9%

Message volume decreased by

▼10.9%

since previous month

Received Messages Metrics	Totals	Change
Twitter Messages Received	107	▲ 67.2%
Facebook Messages Received	1,374	▲ 2.7%
Instagram Comments Received	643	▼ -42.7%
Total Messages Received	2,124	▼ -15.8%

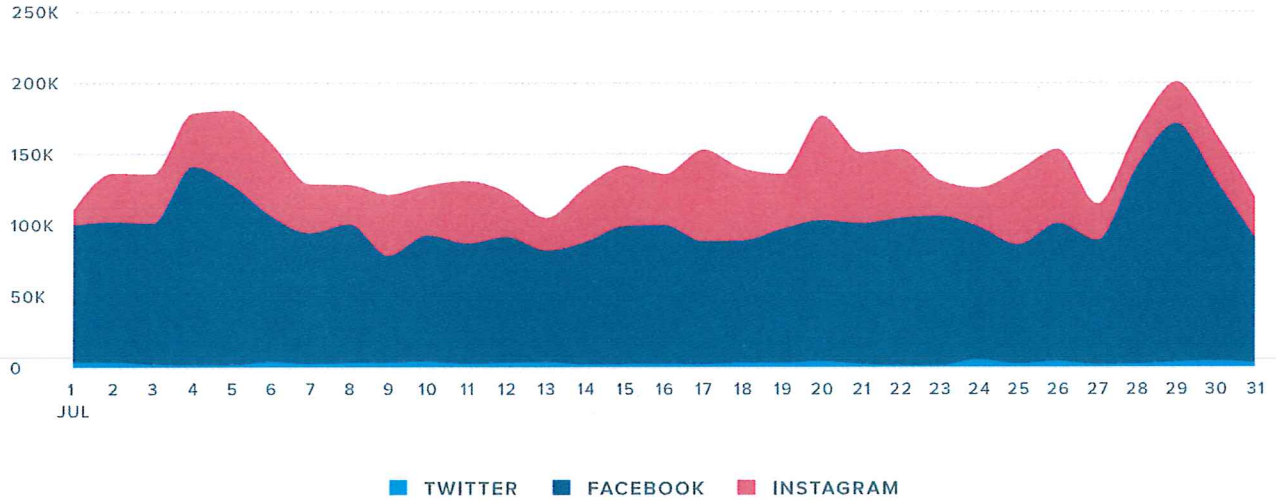
Message volume decreased by

▼15.8%

since previous month

Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	Change
Twitter Impressions	87.5k	▼ -11.8%
Facebook Impressions	3.1m	▼ -3.5%
Instagram Impressions	1.2m	▼ -11.8%
Total Impressions	4.4m	▼ -6.1%

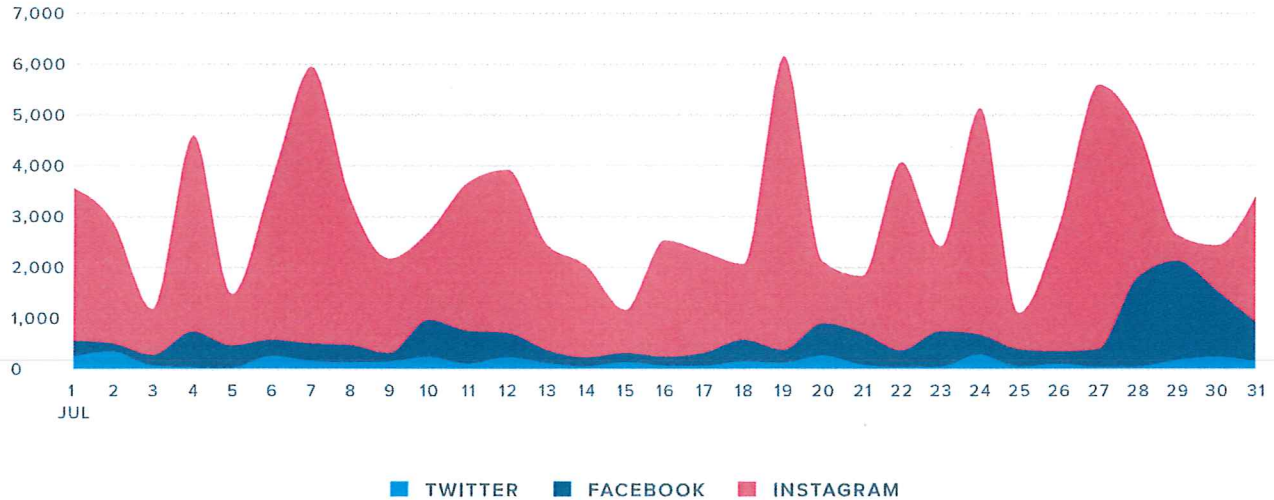
Total Impressions decreased by

▼ **6.1%**

since previous month

Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	Change
Twitter Engagements	4,089	▲ 15.3%
Facebook Engagements	15.8k	▼ -14.6%
Instagram Engagements	76.1k	▼ -5.7%
Total Engagements	96k	▼ -6.5%

The number of engagements decreased by **-6.5%** since previous month

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
North Lake Tahoe @TahoeNorth	20.5k	-0.98%	35	87.5k	2,501	4,089	116.8	469
North Lake Tahoe Business Page	125k	0.66%	54	3.1m	57.4k	15.8k	292.7	6,556
North Lake Tahoe (Business) @tahoenorth	57k	1.7%	42	1.2m	28.6k	76.1k	1,813	—